

NICSS Social Media Policy

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PURPOSE

With the rapid growth and application of social media, the National Interpreting and Communications Services (NICSS) recognises the need to have a policy so that those who use social media have guidance as to NICSS expectations where social media are used.

This policy is intended to provide all NICSS stakeholders, employees and industry partners with:

- a guide on appropriate use of social media
- clarity on appropriate conduct when using social media
- information on responsibilities when using social media

For all important information regarding NICSS and its services, the website should be the primary source of information: www.nicss.org.au

SCOPE

Social media, for the purposes of this policy, is all online media which allows user participation and interaction, including

- Social networking sites, such as Facebook, MySpace,
- Video and Photo sharing websites, such as Flickr, You Tube, Instagram
- Micro-blogging and activity stream sites such as Twitter
- Blogs and Blogging platforms such as WordPress, Blogger, Tumblr
- Forums and discussion boards such as Google Groups
- Any other websites that allow individual users or companies to use simple publishing tools, such as wikis

POLICY STATEMENT

NICSS uses social media to connect with stakeholders including the Deaf and Interpreting communities, colleagues, industry bodies and Professional and Government Services for the promotion, development and delivery of services as outlined in the Communication Strategy.

OBJECTIVES

The following should be considered at all times when using social media:

Style and Tone

The tone used on all communications should reflect NICSS organisational objectives.

Content for our social media channels comprises a mix of “business as usual” and audience specific communications. Content should be:

- Relevant : the channels will cover a broad base of content types and sources relevant to our industry sector and the community we serve.
- Respectful : professional, respectful and in plain and simple language; with captioning on our Auslan videos wherever possible to meet accessibility standards within the limitations of the social media tool or website we use
- Credible : any material that appears on our social media channels should be relevant to our objectives
- Inclusive : we will, wherever possible, link to relevant content elsewhere and re-publish messages from stakeholders and related government departments
- Monitored : for inappropriate content
- Non-Hazardous : we will not willingly post or link to any materials that are defamatory, harassing or indecent
- Confidential : we will not willingly include information of a confidential or private nature
- Timely: we will respond to questions/feedback Monday to Thursday during normal business hours, with an aim to respond within 2 working days.

Link Shortening

URLs may be shortened using link compressing sites to ensure simplicity for our customers.

Acceptable Use

Official Use

Official use refers to communication from one of NICSS branded social media channels. Employees conducting official communication through social media:

- Must comply with relevant NICSS and Wesley Mission Brisbane Policies
- Should not comment in depth on activities of other agencies that is not on the public record without authority to do so
- Must avoid any statement that might bring NICSS into disrepute
- Must not commit NICSS to any action or initiative without appropriate authority
- Must not disclose official information unless authorised to do so
- Should be aware of the laws covering libel, defamation, privacy and the protection of intellectual property
- Must behave with respect, courtesy and without harassment

- Must deal appropriately with information, recognising that some information needs to remain confidential
- Must deliver services fairly, effectively, impartially and courteously
- Must be sensitive to the diversity of our audience
- Must take reasonable steps to avoid conflicts of interest
- Must uphold the values, integrity and reputation of NICSS and Wesley Mission Brisbane
- Must protect personal information entrusted to NICSS from distribution into the public domain
- Must have approval from the appropriate authority to use social media in an official capacity
- Should take note of any copyright/Creative Commons notices attached to content to be used

Professional Use

Professional Use refers to an employee commenting personally but as an experienced person in their particular field. They are not representing NICSS. Employees participating in social media in a professional capacity:

- Must declare their purpose and their position as a representative of NICSS, eg “I am John Doe, a casual interpreter with NICSS”
- Must provide a disclaimer making it explicit that their views do not represent those of NICSS, eg “This post represents the views of the author only and does not represent the official views of NICSS.”
- Must ensure all activities are in line with NICSS policies and objectives
- Must not disclose official information unless authorised to do so
- Must protect personal information entrusted to NICSS from distribution into the public domain

Private Use

Private Use is when an employee is commenting with a profile that is not an official NICSS or Wesley Mission Brisbane official staff account. Employees participating in private social media activity must uphold Wesley Mission Brisbane Code of Conduct and Social Media & Networking Policy even when material is posted anonymously or using an alias.

REMOVAL OF CONTENT

NICSS reserves the right to, at its discretion, enforce its Social Media Policy and remove any posted messages that it considers to be in breach of the Policy.

- Content will be removed if it is of a defamatory nature. This includes, but is not limited to those that are: racist, sexist, threatening, insulting, unlawful and threatening to another’s privacy.
- NICSS reserves the right to determine what content postings fall under the above categories
- NICSS expects that comments be delivered respectfully and in a constructive manner. NICSS values feedback in any shape or form and will make every effort to address all feedback.

PRIVACY STATEMENT

NICSS may record and later use any information posted to one of our social media channels (including Facebook, Twitter and LinkedIn) and may use that information to guide future social media administration.

NICSS may use this information for research and data collection, and to address any comments and take into consideration the views expressed by users of the social media channels. No attempt will be made to further identify users of our social media channels except where authorised by law.

NICSS is not responsible for the actions and opinions of those who post content to our social media channels, however NICSS will monitor all content and ensure content meets the objectives outlined in this policy, taking action where necessary.

RELATED DOCUMENTS

NICSS Communication Strategy
NICSS Privacy Statement
NICSS Copyright Statement
NICSS Material on Website Statement
NICSS Linking Policy
NICSS Complaints Policy and Process
NICSS Service Standards
Wesley Mission Brisbane Social Media and Networking Policy
Wesley Mission Brisbane Code of Conduct
Wesley Mission Brisbane Information Privacy Policy
Wesley Mission Brisbane Anti-Discrimination Policy

RELATED LEGISLATION

Information Privacy Act 2000
Disability Discrimination Act 1992
Copyright Act 1968
Racial Discrimination Act 1975 no 52 (Cth)
Racial and Religious Tolerance Act
Age Discrimination Act 2004 No 68 (Cth)
Sex Discrimination Act 1984/4 (Cth)
Disability Discrimination Act 1992 No 135 (Cth)
Work Health and Safety Act 2011

OTHER RELATED INFORMATION

Social Networking FAQ from the Privacy Commission